

How did Anna Wintour become the most famous fashion magazine editor in the world?

By Anna Wintour, the editor in chief of Vogue Magazine



**Photo of Anna Wintour
(1949~present)**

I think finally this is my time to answer the question, “How did Anna Wintour become a fashion magazine editor?” People have been asking me this question since I became the editor in chief in American Vogue, but I hesitated to answer because my answer was

simple, “I became a fashion magazine editor, influenced by my dad Charles Wintour.” However, the number of people asking me the question doubled, since they recognized that the cold-hearted, stringent character of Miranda in the movie “The Devil Wears

was based on me. I concluded that escaping this question is inevitable now; so I just want to explain a few things to the readers, how to become a fashion magazine editor and what some personality traits and qualities that a fashion magazine editor should have are, including my experiences in fashion industry.

There could be various pathways to become a fashion magazine editor but the most common two

ways are becoming a fashion magazine editor after the procedure of being an assistant, or through the open invitation of applications. In my case, I chose the latter one, for I thought that being an assistant for two years without any fee was meaningless.

Although being an assistant is known as the most direct and useful experience to become a fashion magazine editor, I would not recommend applying

because I knew someone from Italian Vogue who initiated her career as an assistant, she commented that she didn't want to recall any of her memories from the time she was an assistant. In my personal opinion, I suggest becoming a fashion magazine editor through open invitation of application would be more efficient and meaningful.

I think the most significant thing to remember when you want to become a fashion magazine editor is that you need to be aware of which magazine you want to work for because there are various kinds of fashion magazine in U.S and all of them have different writing styles and pursue their own unique way of style in photography.



In addition, do not be afraid of changes, and try to express your thoughts as freely as you can. For example, I was the first one to make Black model and male model to be the cover models.

TO BECOME A **PERFECT** FASHION MAGAZINE EDITOR, ANNA WINTOUR SUGGESTS THAT:

1. Ability to speak one or more foreign language - will help fashion magazine editors interview celebrities from different countries.

2. Understanding of marketing system of a fashion magazine - this is important because at least you need to understand how the industry of a fashion magazine works!

3. Developing relationships with photographers, stylists, and models - this will provide various information about the latest fashion trend, and also

they can help you whenever you are in a dilemma!

4. Having your own writing style - this is a wonderful chance to gain reputation a fashion magazine editor!

5. Study for the culture of Europe and Asia - in order to fully understand the history of fashion, this process is definitely required.

6. You need to be an expert at the latest fashion trend - fashion magazines are the only

written sources for the ones interested in fashion.

7. Capacity to cope wisely with a dilemma - A "dilemma" refers to a situation which you are stuck in a problem; this happens very frequently in fashion industry. You need to think quickly as soon as possible.

8. Have a passion towards your career - you will not able to enjoy your life as a fashion magazine editor if you are not enthusiastic!